

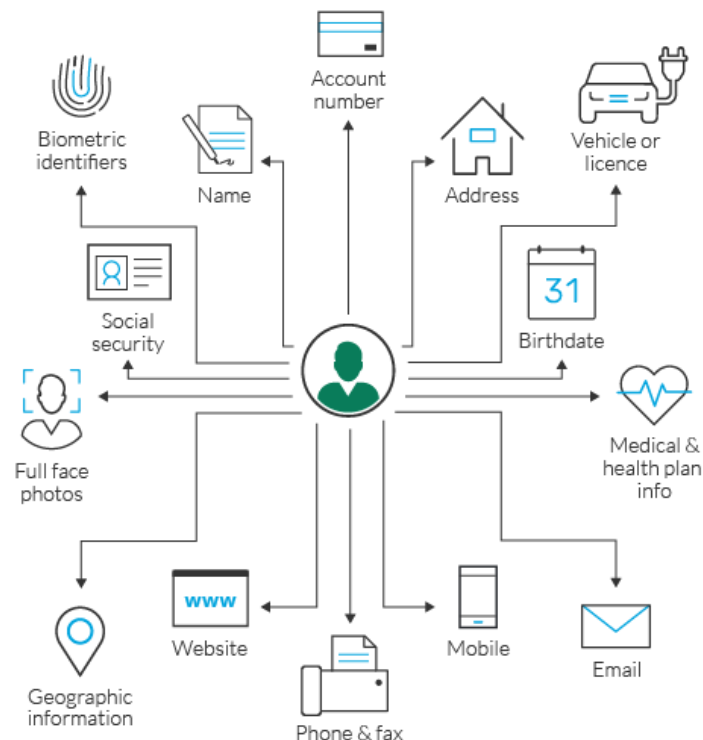
## Personally Identifiable Information (PII)

The term “PII,” as defined in OMB Memorandum M-07-16<sup>1</sup> refers to information that can be used to distinguish or trace an individual’s identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual. The definition of PII is not anchored to any single category of information or technology. Rather, it requires a case-by-case assessment of the specific risk that an individual can be identified. In performing this assessment, it is important for an agency to recognize that non-PII can become PII whenever additional information is made publicly available — in any medium and from any source — that, when combined with other available information, could be used to identify an individual.

**Protecting people’s privacy.** While participating in a seminar hosted by NOAA Central Library, please do the following to minimize the exposure of PII:

- If using a webcam, consider your background. Remove photographs or any information that is PII.
- Ask others in your environment not to walk in the background during the recording.
- When sharing your screen, do not show any emails, names, or other PII information. We recommend that you turn off any notifications that could accidentally identify a person.
- Sign the [Privacy Act form](#) provided by NOAA Central Libraries to confirm your willingness to have your image, your email, and your voice recorded, and for that recording to be posted to YouTube.

Examples of PII can include:



<sup>1</sup> OMB Memorandum M-07-16, Safeguarding Against and Responding to the Breach of Personally Identifiable Information (May 22, 2007), available at <http://www.whitehouse.gov/OMB/memoranda/fy2007/m07-16.pdf>

<sup>2</sup> Imperva, Personally Identifiable Information (PII), available at <https://www.imperva.com/learn/data-security/personally-identifiable-information-pii/>